CLAIMS

What is claimed is:

- 1. A system supporting exchange of media, said system comprising:
 - a first television display in a first home;
 - a first storage in the first home that stores the media;

the first storage supporting consumption of the media by the first television display in the first home, and having an associated first network address:

- a second television display in a second home;
- a second storage supporting consumption of the media by the second television display in the second home, and having an associated second network address;
 - a communication network; and

server software that receives a request that identifies one of the associated first and second network addresses and responds by identifying the other of the associated first and second network addresses to support delivery via the communication network of the media from the first storage to the second home for consumption by the second television display.

- 2. The system of claim 1 wherein the first and second network addresses are one of an Internet protocol (IP) address, a media access control (MAC) address, and an electronic serial number (ESN).
- 3. The system of claim 1 wherein the communication network comprises at least one of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.
- 4. The system of claim 1 wherein the communication network is the Internet.
- 5. The system of claim 1 wherein the media comprises at least one of audio, a still image, video, and data.
- 6. The system of claim 1 wherein the media comprises real-time video.
- 7. The system of claim 1 wherein consumption comprises at least one of playing audio, displaying a still image, displaying video, and displaying data.
- 8. A system supporting exchange of media, said system comprising:

a first storage in a first home that stores the media, and having an associated first protocol address;

a second television display in a second home, and having an associated second protocol address;

set top box circuitry, in the first home, communicatively coupled to deliver the media from the first storage to the second television display for consumption;

a communication network; and

server software that receives a request that identifies one of the associated first and second protocol addresses and responds by identifying the other of the associated first and second protocol addresses to support delivery via the communication network of the media from the first storage to the second television display for consumption.

- 9. The system of claim 8 wherein the media comprises at least one of audio, a still image, video, and data.
- 10. The system of claim 9 wherein the media comprises real-time video.
- 11. The system of claim 8 wherein the first and second protocol addresses are one of an Internet protocol (IP) address, a media access control (MAC) address, and an electronic serial number (ESN).

- 12. The system of claim 8 wherein consumption comprises at least one of playing audio, displaying a still image, displaying video, and displaying data.
- 13. The system of claim 8 wherein the communication network comprises at least one of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.
- 14. The system of claim 8 wherein the communication network is the Internet.
- 15. The system of claim 8 wherein the server software supports anonymous media exchange.
- 16. The system of claim 8 wherein the server software forwards media from the first storage to the second television display.
- 17. The system of claim 8 wherein the server software is at a location separate from the first home and the second home.
- 18. A system supporting exchange of media, said system comprising:
 a first storage in a first home that stores the media;
 a second television display in a second home;

set top box circuitry, in the first home, communicatively coupled to deliver the media from the first storage to the second television display for consumption;

a communication network; and

server software that coordinates delivery of the media from the first storage to the set top box circuitry.

- 19. The system of claim 18 wherein the media comprises at least one of audio, a still image, video, and data.
- 20. The system of claim 19 wherein the media comprises real-time video.
- 21. The system of claim 18 wherein consumption comprises at least one of playing audio, displaying a still image, displaying video, and displaying data.
- 22. The system of claim 18 wherein the communication network comprises at least one of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.
- 23. The system of claim 18 wherein the communication network is the Internet.

24. The system of claim 18 wherein the server software supports anonymous media exchange.